

# AARRR metrics in a nutshell



Report date: from 1/14/19 to 1/20/19  
Compared to: from 1/7/19 to 1/13/19

Duration: 7 days

## 1. Acquisition

### Total Users



1,232,613  
Users

13.03%  
« 1,090,566

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### New users

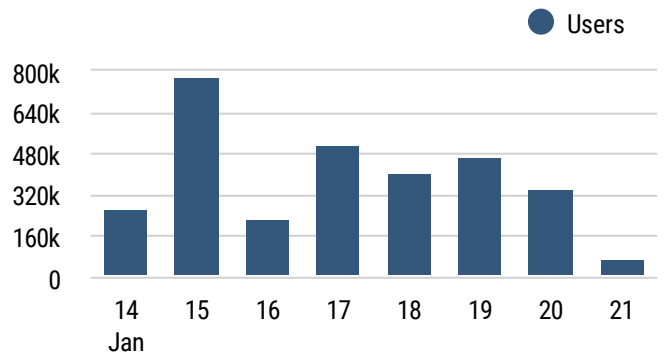


150,417  
New users

-80.66%  
« 777,782

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### Total Users



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### Returning users







461,707  
Users

-17.64%  
« 560,588

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# Top completed goals

Goal	Completions	Conversion rate	Value
 <b>String A</b>	944,038 <span>-20.5%</span>	61.23% <span>147%</span>	\$786,054 <span>10.83%</span>
 <b>String B</b>	495,733 <span>-57%</span>	0.68% <span>30.77%</span>	\$387,141 <span>50.68%</span>
 <b>String C</b>	226,248 <span>-60.95%</span>	0.59% <span>1867%</span>	\$44,334 <span>-73.61%</span>
 <b>String D</b>	107,271 <span>-78.93%</span>	0.96% <span>433%</span>	\$10,096 <span>-91.3%</span>

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## 2. Activation

### User Activation

User Activation	Activity Rate
1. <b>Trial</b>	50%
2. <b>Starter</b>	70%
3. <b>PRO</b>	75%
4. <b>Business</b>	80%
5. <b>Agency</b>	85%
6. <b>Custom</b>	90%
7. <b>Enterprise</b>	95%
8. <b>Professional</b>	78%
9. <b>Lite</b>	67%
10. <b>Kickstarter</b>	89%

 Account: Custom data

### User Retention

User Retention	Retention Rate
<b>Trial</b>	85%
<b>Starter</b>	80%
<b>PRO</b>	85%
<b>Business</b>	87%
<b>Agency</b>	90%
<b>Custom</b>	91%
<b>Enterprise</b>	80%
<b>Professional</b>	76%
<b>Lite</b>	94%
<b>Kickstarter</b>	92%

 Account: Custom data

### 3. Revenue

#### Revenue

Purchase value generated through your website



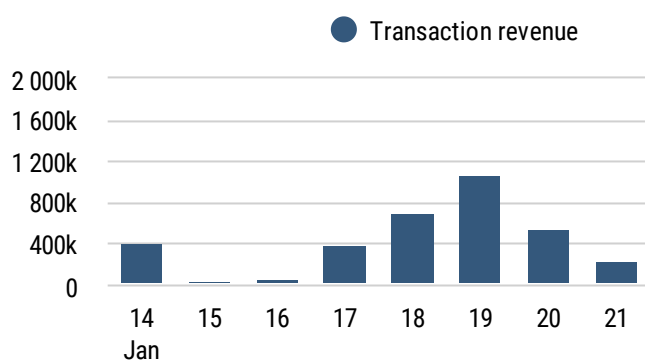
\$388,568

Transaction revenue

-57.74%  
 << \$919,507

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#### Revenue



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#### Transactions

Amount of orders completed through your website



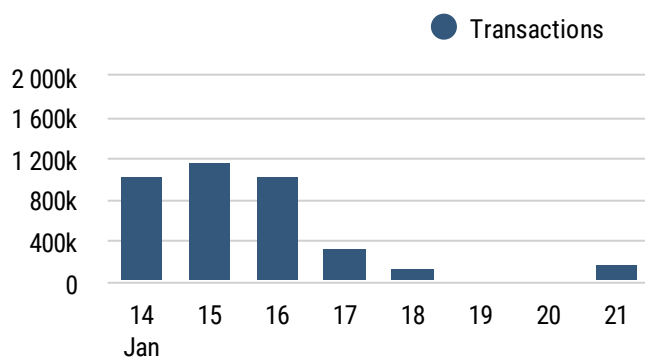
600,508

Transactions

582.19%  
 << 88,027

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#### Transactions



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#### Products with highest revenue

Product name	Item revenue	Item quantity
String A	\$16,056 -98.36%	173,182 -85.91%
String B	\$6,782 -98.77%	5,980 -98.11%
String C	\$293 -99.63%	2,993 -98.91%
String D	\$179 -99.64%	1,999 -97.68%

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## Products by revenue

Product name	Item revenue		Item quantity	
String A	\$892,088	224%	1,109,875	559%
String B	\$11,968	-94.24%	894,820	799%
String C	\$6,269	-96.91%	487,364	2109%
String D	\$3,517	-95.71%	420,820	1860%
String E	\$528	-98.51%	260,055	1591%
String F	\$361	-98.53%	69,070	410%
String G	\$127	-98.99%	20,139	81.06%
String H	\$37	-99.38%	15,648	3215%
String I	\$29	-99.47%	6,882	2290%
String J	\$21	-82.79%	5,796	4730%
String K	\$11	-65.63%	1,719	1507%
String L	\$11	-64.52%	1,235	1690%

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## Revenue sources

Source medium	Sessions		Transaction revenue		Transactions		Transactions per session	
String A	506,994	-38.95%	\$143,413	-65.52%	240,298	-79.78%	55.13%	46.19%
String B	474,546	-34.03%	\$109,162	-71.66%	108,316	-76.19%	0.79%	51.92%
String C	145,419	-34.78%	\$57,135	-66.42%	95,574	-43.6%	0.04%	-95.92%
String D	9,907	-88.98%	\$46,637	-70.66%	7,760	-95.23%	0.21%	40%
String E	1,719	-96.98%	\$12,155	-51.79%	3,742	-96.04%	0.75%	295%
String F	1,247	-97.23%	\$2,913	-74.18%	3,562	-94.29%	0.53%	308%
String G	1,073	-96.99%	\$34	-99.5%	128	-97.78%	0.35%	-58.33%
String H	209	533%	\$7	-98.94%	43	-99.14%	0.68%	518%
String I	97	213%	\$5	-99.15%	8	-99.66%	0.84%	1580%
String J	28	-6.67%	\$5		6	-99.66%	0.51%	-45.74%
String K	10	-58.33%	\$5		6	-99.08%	0.89%	-6.32%
String L	5	-78.26%	\$5		5	-97.83%	0.88%	138%

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## 5. Retention

### Monthly Churn

Monthly Churn	Churn Rate
Kickstarter	4%
Starter	3%
PRO	2.7%
Business	2.8%
Agency	2.5%
Custom	2.0%
Enterprise	1.8%
Professional	3.1%
Lite	4%
Trial	n/a

Account: Custom data

### CAC

Customer acquisition cost



Account: Custom data

### Conversion rate

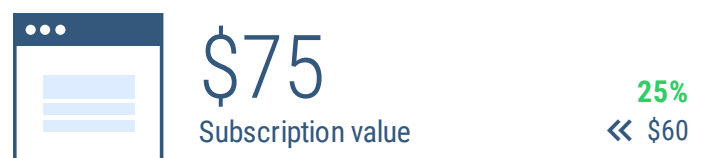
Visitors who clicked on a link from another site, such as an article that linked to your website



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### Monthly subscription

Average monthly subscription value



Account: Custom data

### LTV

Customer lifetime value



Account: Custom data